



Grant Number: U44DK066724

Computer-based Intervention for Type 2 Diabetes in Youth

Richard Buday, FAIA
President





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Supported by a grant from the
**National Institute of Diabetes
& Digestive & Kidney Diseases**
Of the National Institutes of Health

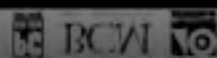
ESCAPE FROM DIAB



ARCHIMAGE PRESENTS: **ESCAPE FROM DIAB**
 BASED ON A STORY BY FREEMAN WILLIAMS AND VICTORIA THOMPSON
 DIRECTED BY ROBERT COZENS · MUSIC BY JEFF WALTON · MICHAEL BUDAY EDITOR
 STARRING THE VOICES OF YVONNE BASIL, JIM CARR, BOB COZENS, MARCUS FREEMAN, HILLARY HAAG, ZACK LACY, PAUL LOCKLEAR,
 J. R. MAY, CLAIRE PAPIN, ADAM REICHSTEIN, NATALIE REICHSTEIN, ASHLEY SUTTON, JERRY TANKSLEY, FREEMAN WILLIAMS, AND LARRY YOUNG
 EXECUTIVE PRODUCER JERALD REICHSTEIN, AIA



Supports a grant from the
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EXECUTIVE PRODUCER JERALD REICHSTEIN, AIA

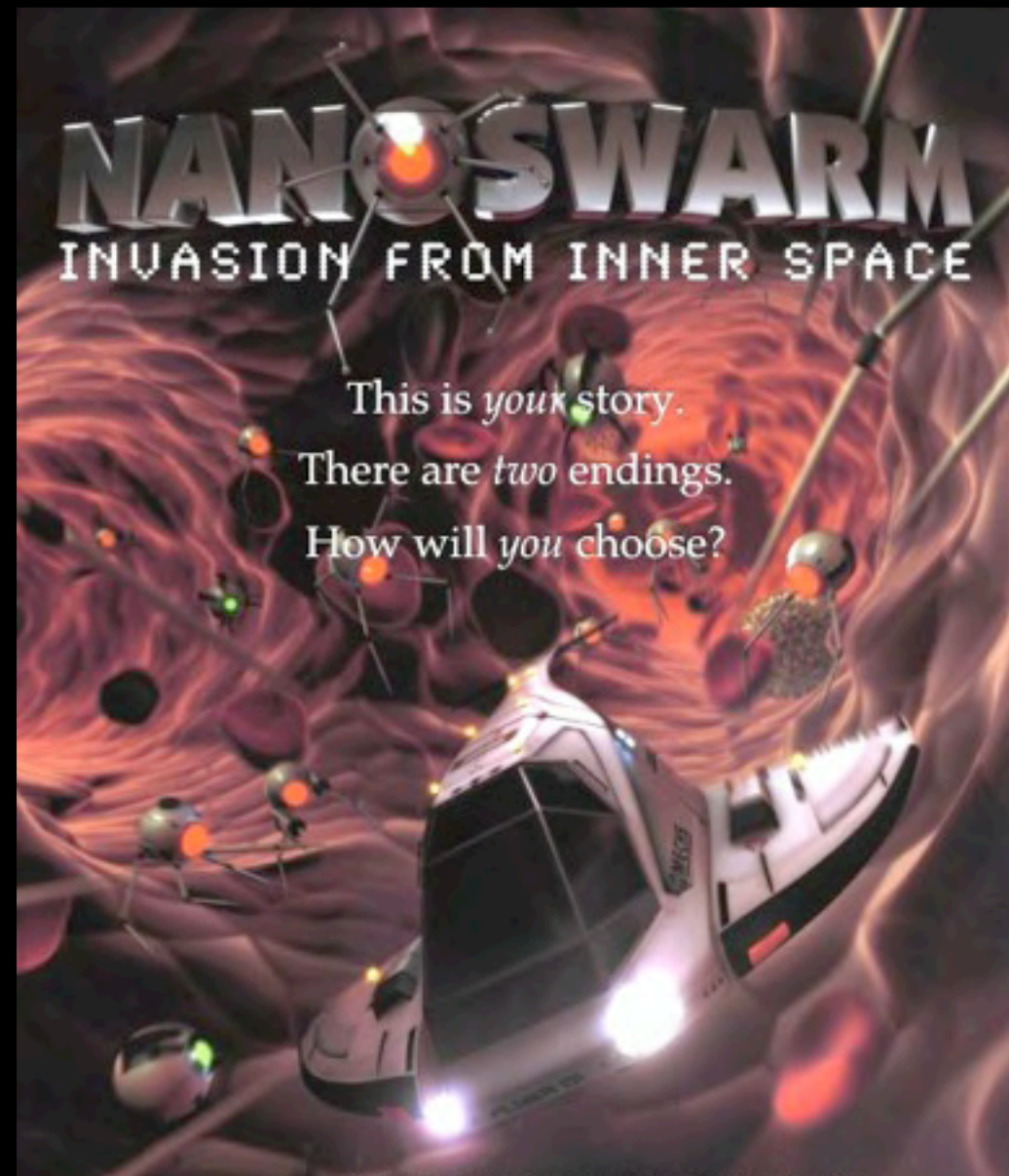
STARRING THE VOICES OF YVONNE BASIL, JIM CARR, BOB COZENS, MARCUS FREEMAN, HILLARY HAAG, ZACK LACY, PAUL LOCKLEAR,
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NANOSWARM

INVASION FROM INNER SPACE

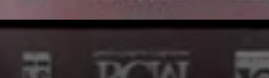
This is *your* story.
 There are *two* endings.
 How will *you* choose?



ARCHIMAGE PRESENTS **NANOSWARM: INVASION FROM INNER SPACE**
 BASED ON A STORY BY FREEMAN WILLIAMS AND MARY ANN PENDINO
 DIRECTED BY ROBERT COZENS · MUSIC BY JEFF WALTON · SCOTT JONES DIRECTOR OF PHOTOGRAPHY
 STARRING SEBASTIAN ARBALE, LAUREN CUELLAR, MANNING MOTT, CHELSEA RICKETTS, KENDRICK SAMPSON, BEN WALTON
 WITH ELEESE LESTER AND CLAIRE PAPIN
 EXECUTIVE PRODUCER RICHARD BUDAY, FAIA · ASSOCIATE PRODUCER JANET BENTON



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STARRING SEBASTIAN ARBALE, LAUREN CUELLAR, MANNING MOTT, CHELSEA RICKETTS, KENDRICK SAMPSON, BEN WALTON

DIRECTED BY ROBERT COZENS · MUSIC BY JEFF WALTON · SCOTT JONES DIRECTOR OF PHOTOGRAPHY



“Obesity... will dwarf 9/11
or any other terrorist event.”

Vice Admiral Richard H. Carmona, M.D.
17th United States Surgeon General of the United States

A black and white photograph of three adults walking on a paved path. On the left, a man in a light-colored t-shirt and trousers walks towards the right. In the center and right, two women are walking away from the camera. The background consists of dense foliage. The overall tone is somber due to the monochrome palette.

2/3

Obese or overweight adults

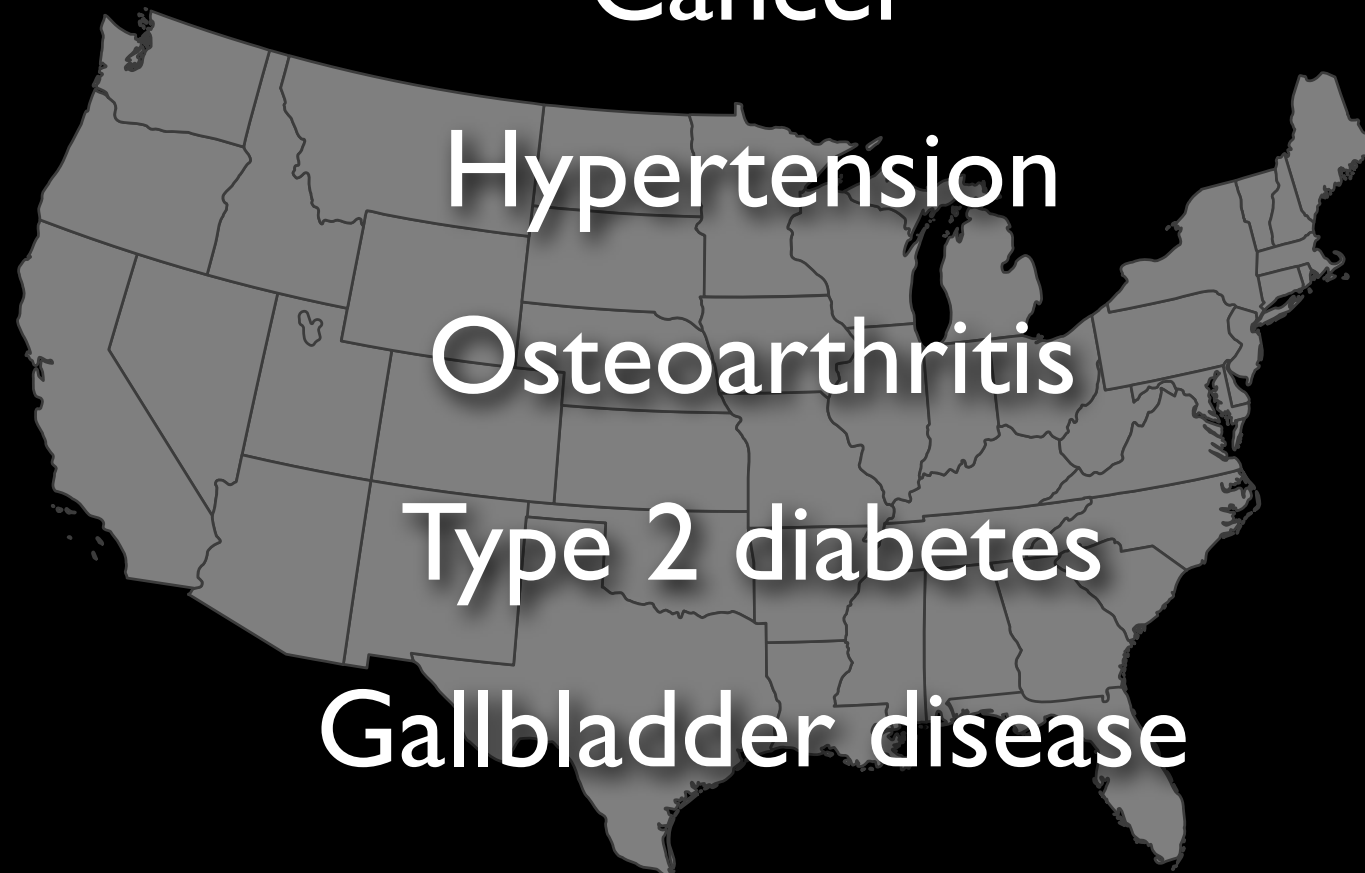


13 million

Overweight children

Stroke

Cancer



Hypertension

Osteoarthritis

Type 2 diabetes

Gallbladder disease

Coronary heart disease

Sleep apnea and respiratory problems

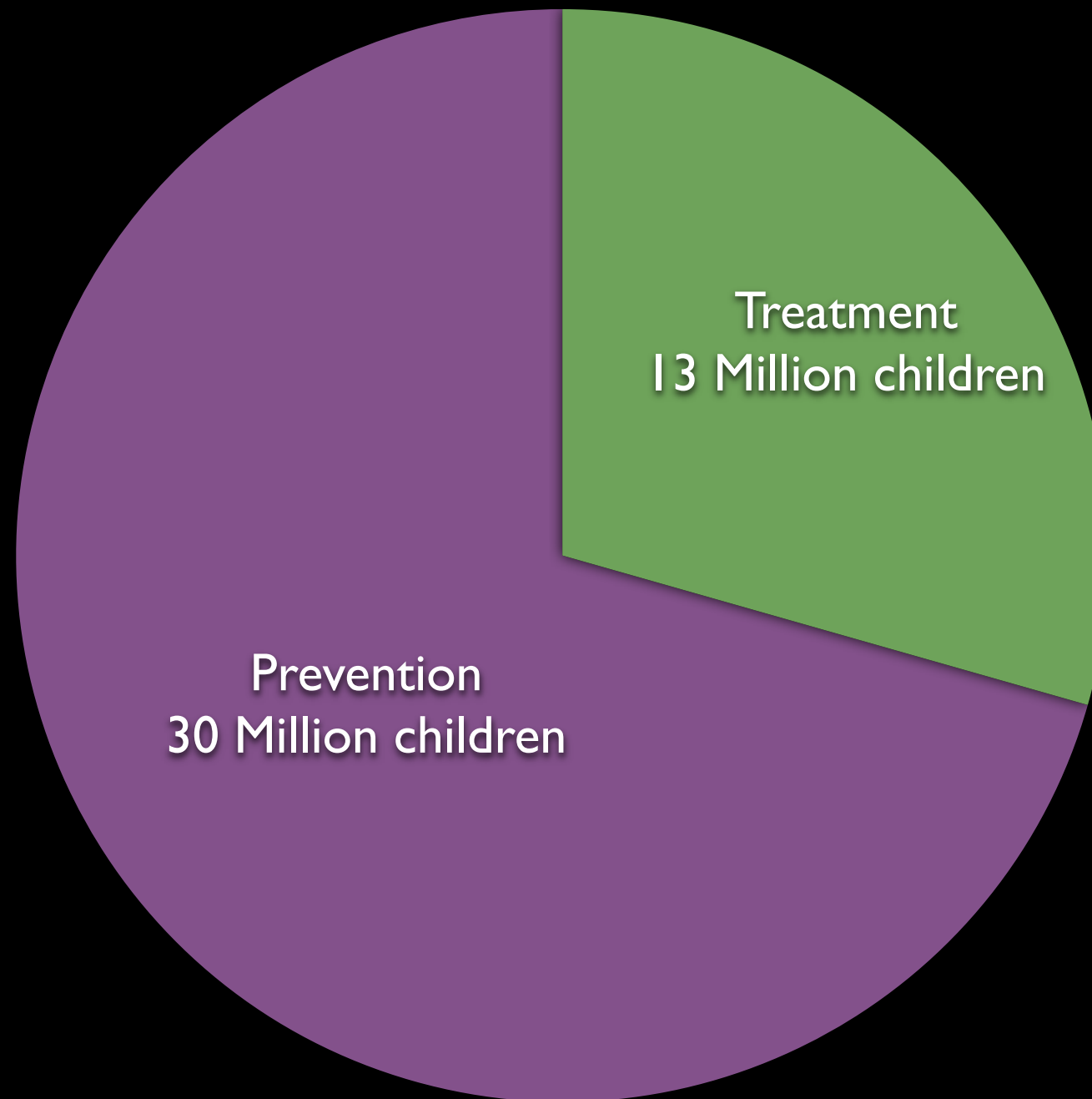


400,000

US obesity related deaths per year



Childhood Obesity





Families

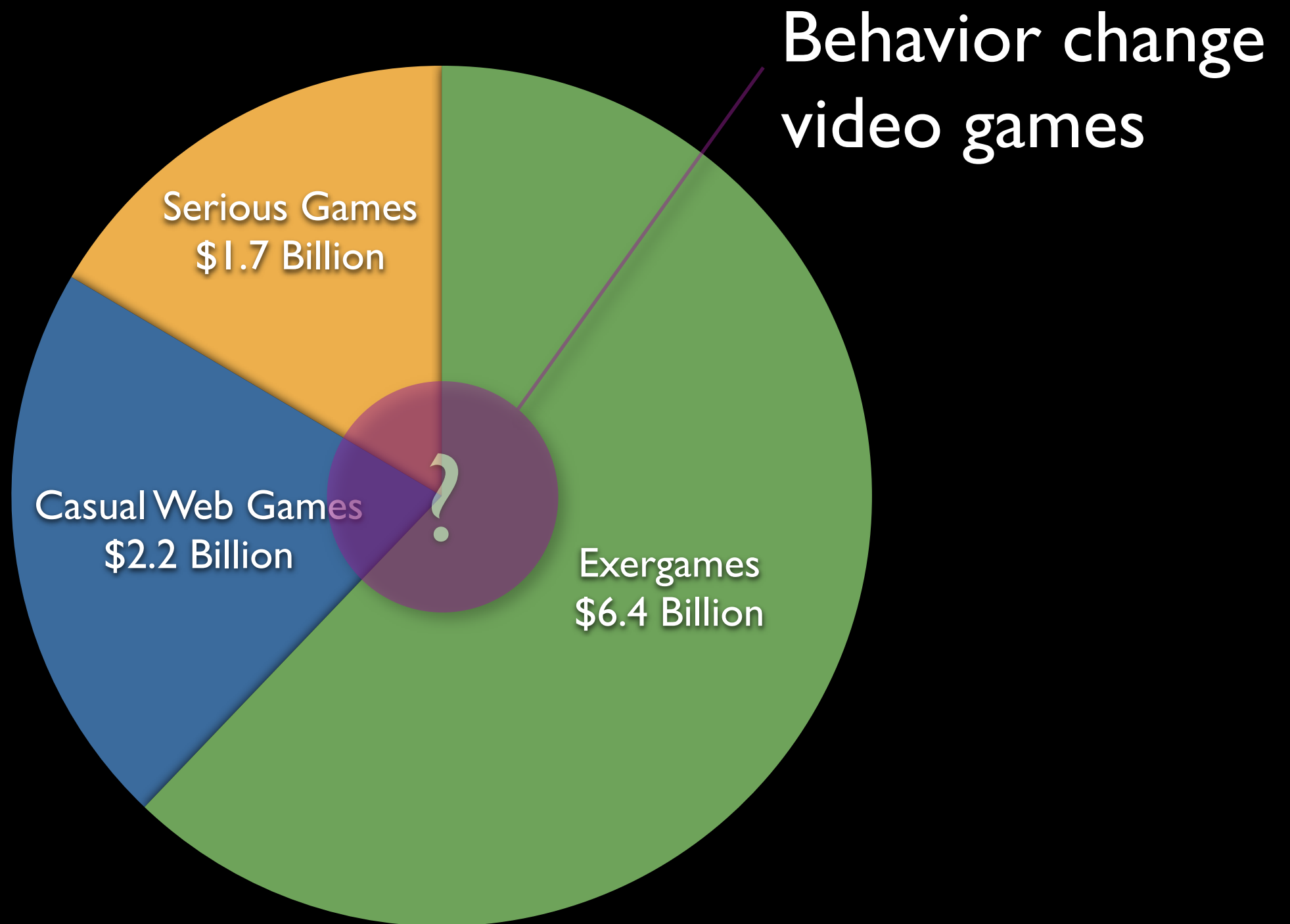


Students



Patients

Market



SBIR Lesson I

Innovation is research.

Research must be validated.

Validation takes time.

Time postpones commercialization.

NIDDK

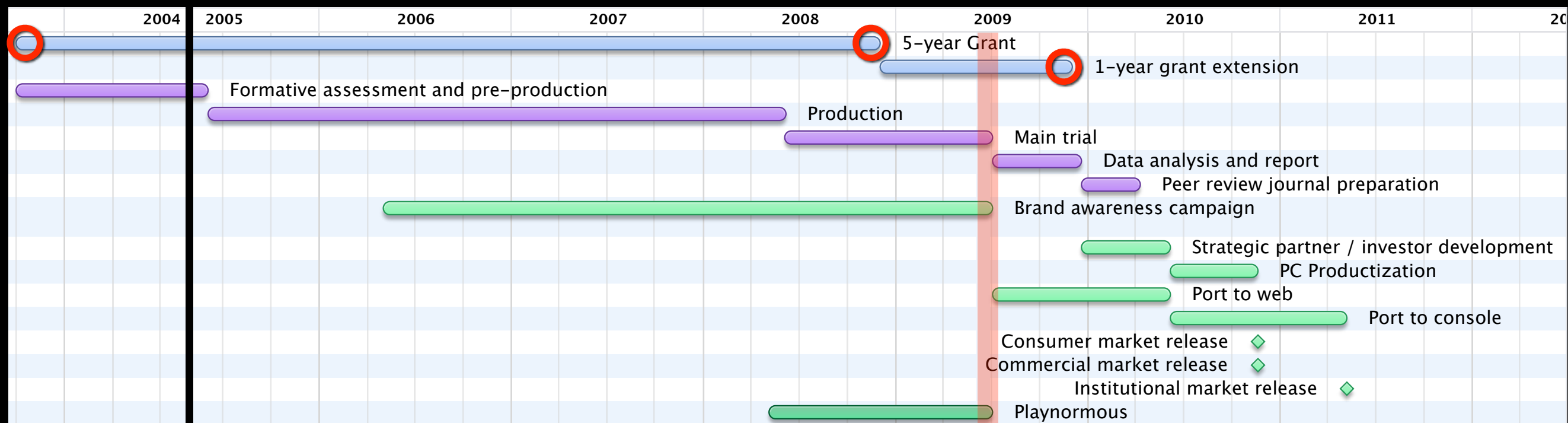
NATIONAL INSTITUTE OF
DIABETES AND DIGESTIVE
AND KIDNEY DISEASES

Grant Number: U44DK066724

9/30/03

11/30/08

11/30/09



6/30/09

NIDDK

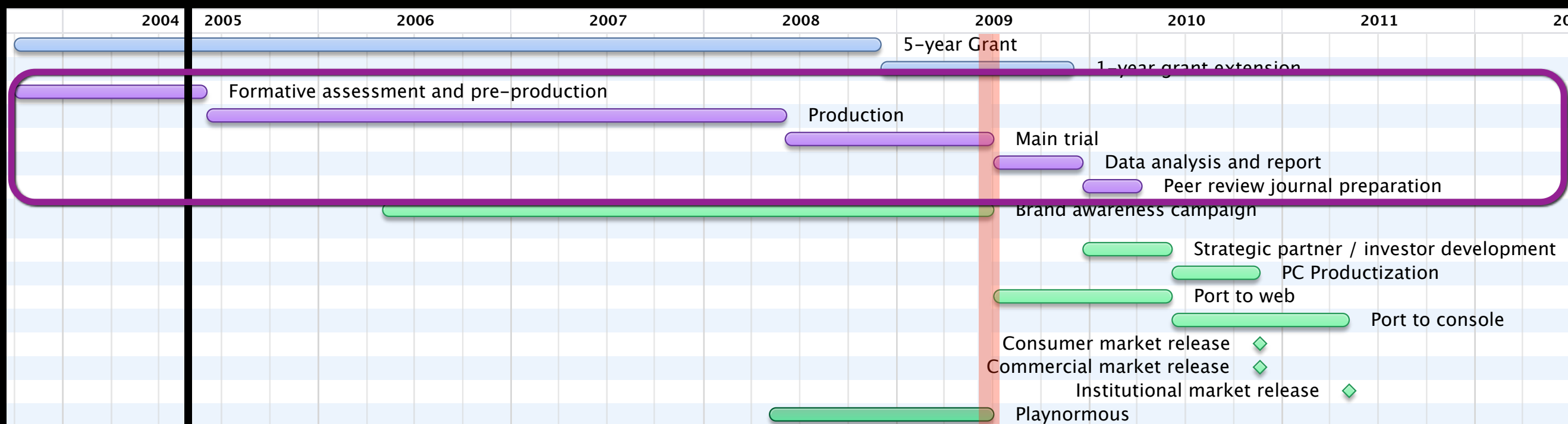
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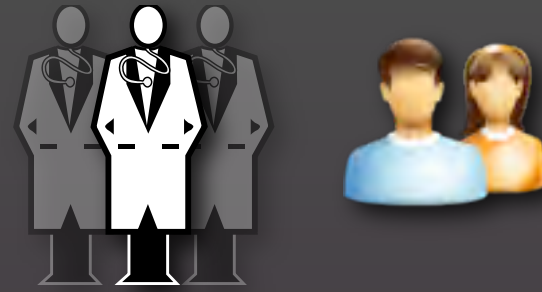
11/30/08

11/30/09



6/30/09

Formative assessment & pre-production



2 years

Production



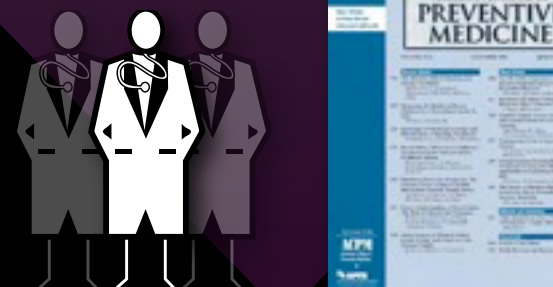
3 years

Main trial



~ 1 year

Data analysis and report

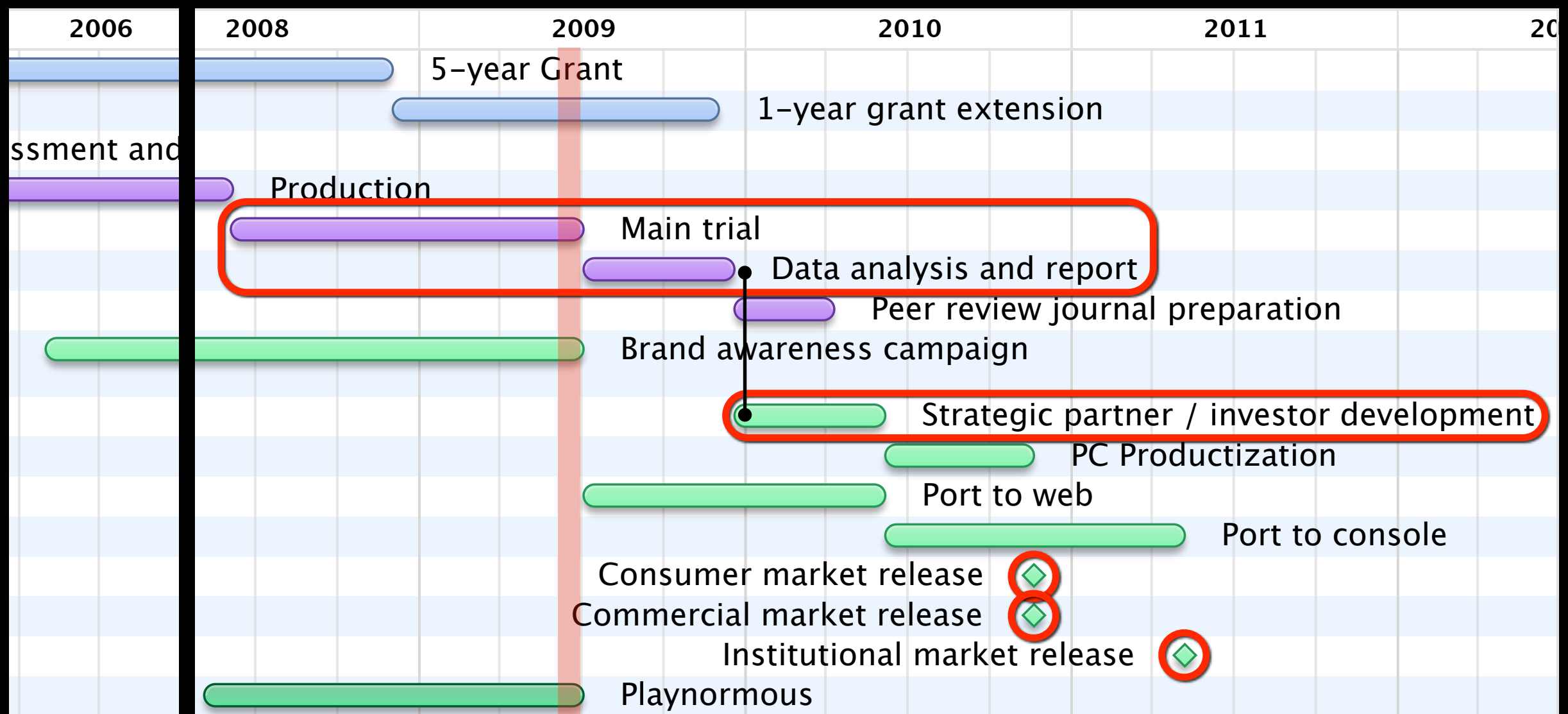


~ 6 months

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6/30/09

SBIR Lesson I

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Research must be validated.

Validation takes time.

Time postpones commercialization.

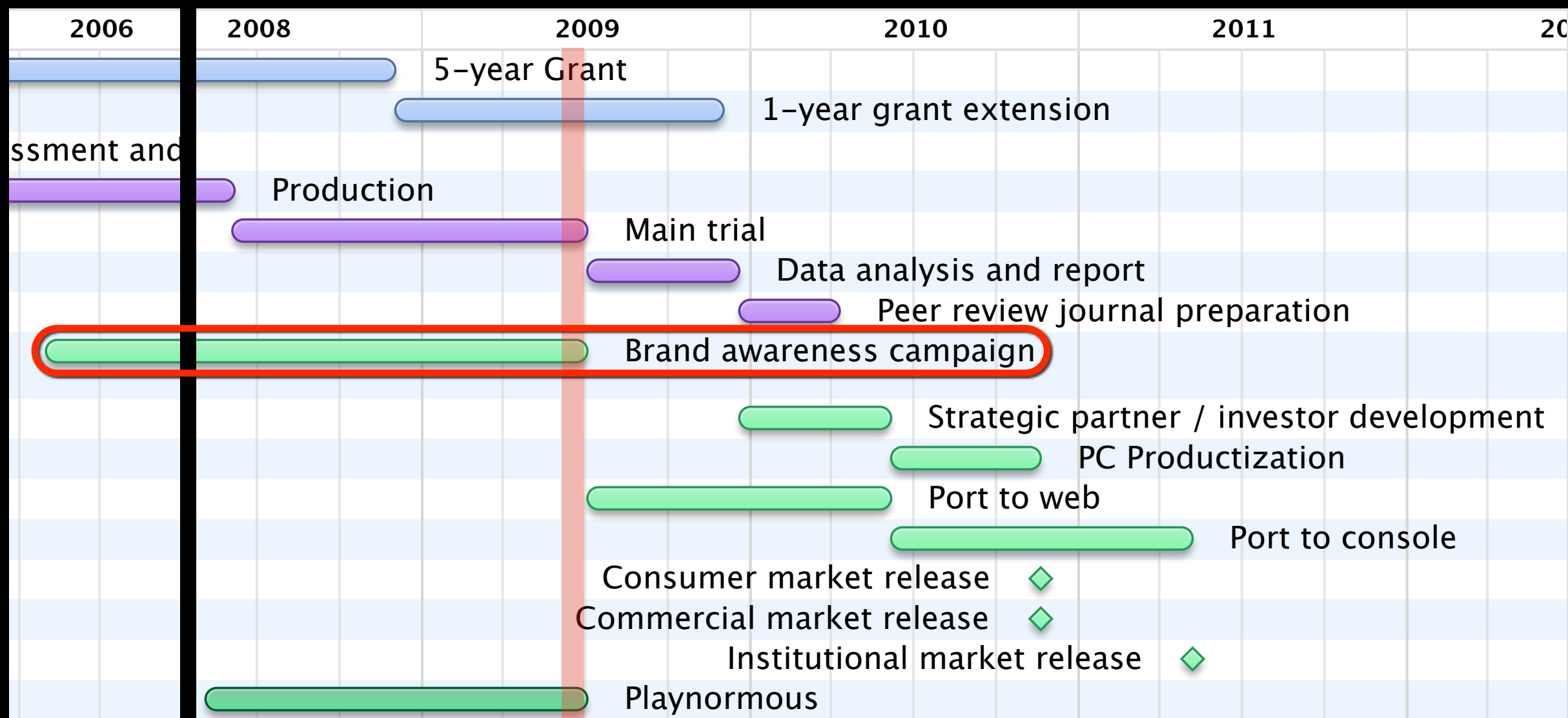
- *Seed the market during delays.*

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AND KIDNEY DISEASES

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3-year pre-sell



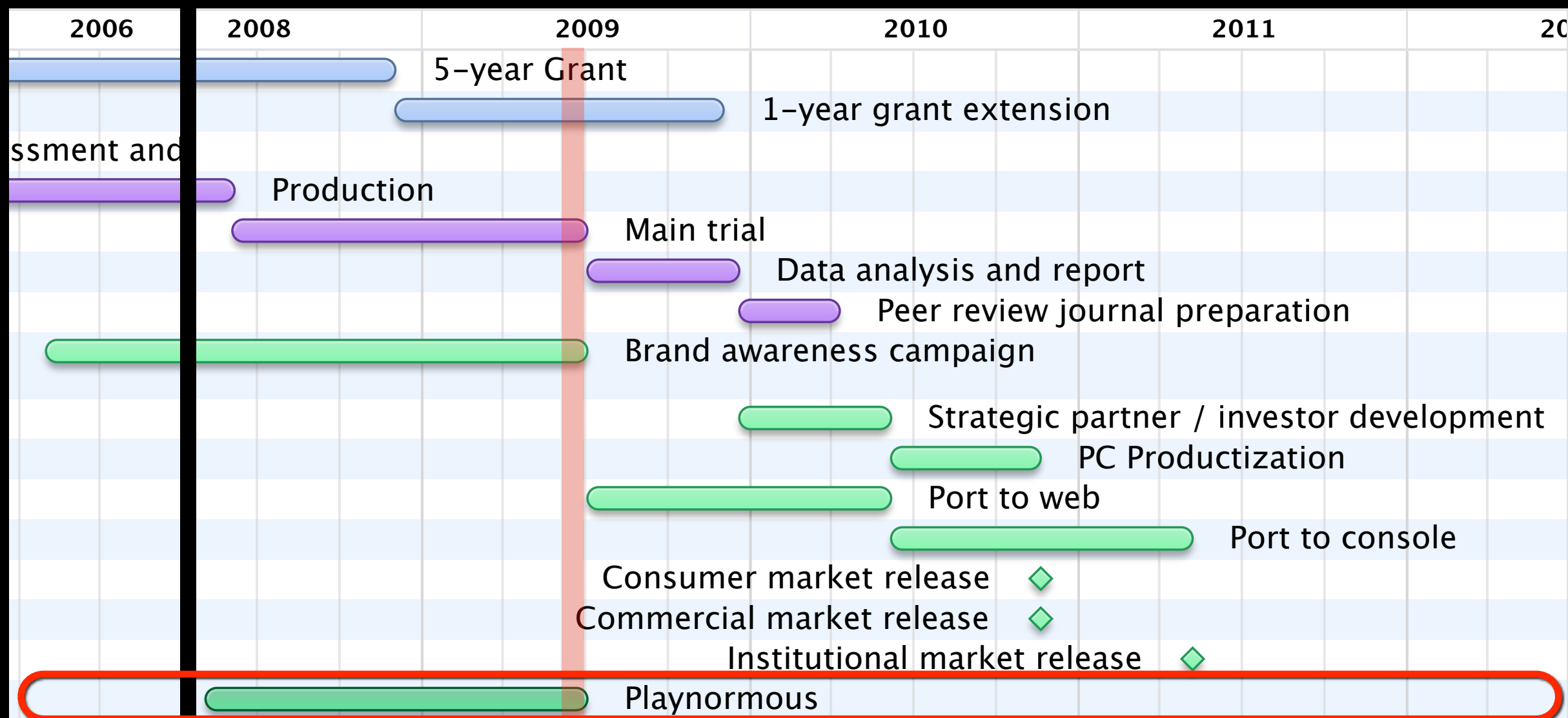
6/30/09

Brand Awareness

- 26 invited symposia presentations
- 14 national press articles
- 4 design awards
- 3 television appearances
- 2 peer-reviewed medical journals

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2-year tech. demo



6/30/09



Making health games fun.™

Theory-based video games for health technologies demonstrator



Sneak Peek!

- beta -

We're still in production, but WELCOME anyway.

Play fun games, watch some cool animation, and learn how to stay healthy.



games

animation

what's new

parents

monster's blog

cool websites:



Escape from Diab Website

Meet the characters, play games, and find out how DeeJay plans to help his new friends beat the evil King Etes at his own wretched game.

featured game: FOOD FURY



Can you tell the difference between good, sort of good, and not so good foods when the clock is ticking? Chain your choices together before time runs out!

play!

featured game: BUBBLE TROUBLE



Try and choose the aerobic activity bubbles while avoiding the strength bubbles. You'll also need avoid the bubbles for things that aren't exercises.

Did You Know?

Starting your day with breakfast can help you do better in school.

By eating breakfast you can increase your attention span and memory, have more energy, and feel less irritable and restless. Quick breakfast ideas include a granola bar with a glass of low fat milk, yogurt and a banana, cereal and low fat milk, or whole wheat toast with peanut butter.

Just one fast-food meal can exceed a whole day's fat

500

375

250

125

0

May-08

May-08

Jun-08

Jul-08

Aug-08

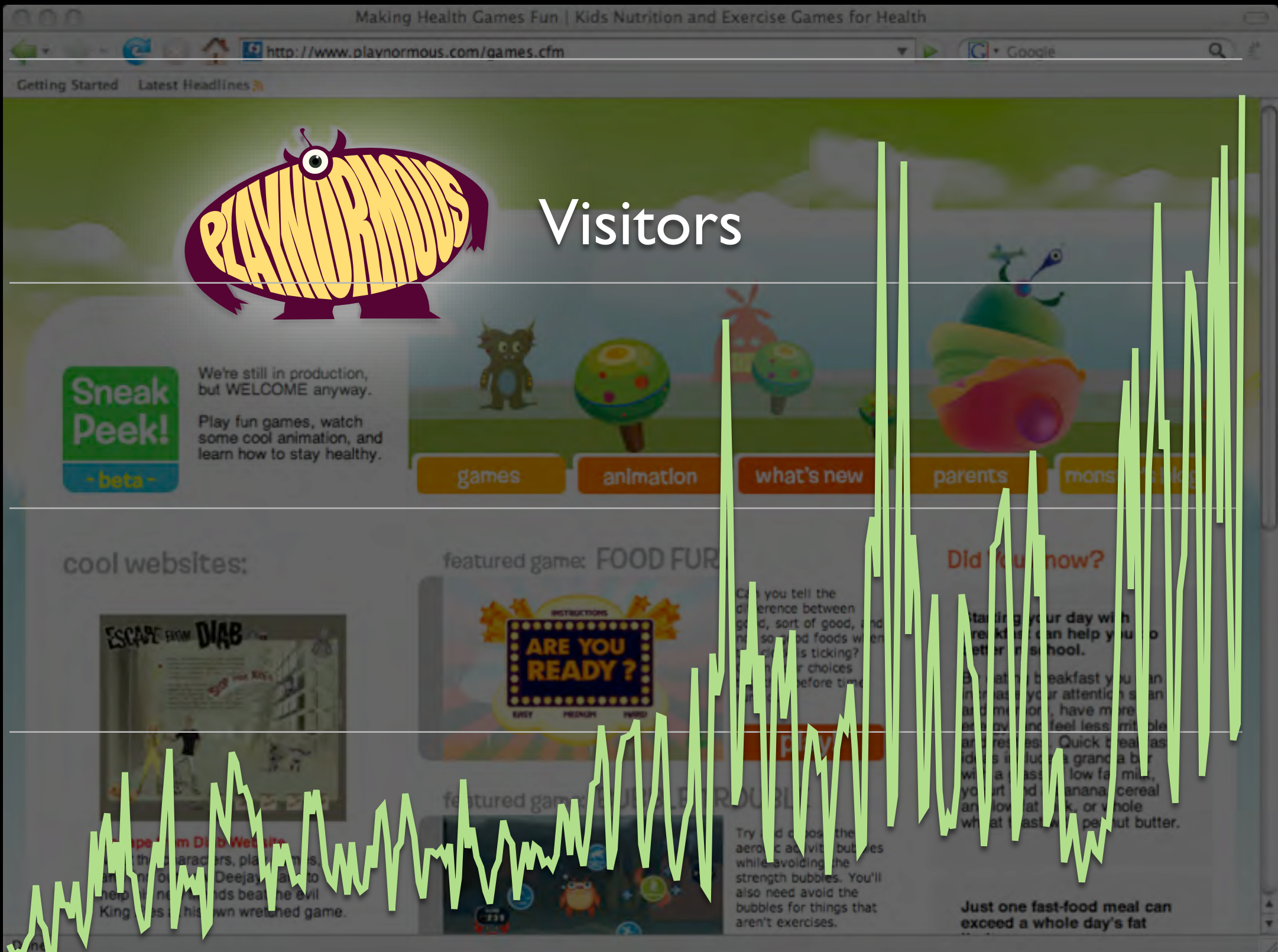
Sep-08

Oct-08

Nov-08

Dec-08

Jan-09



Visitors

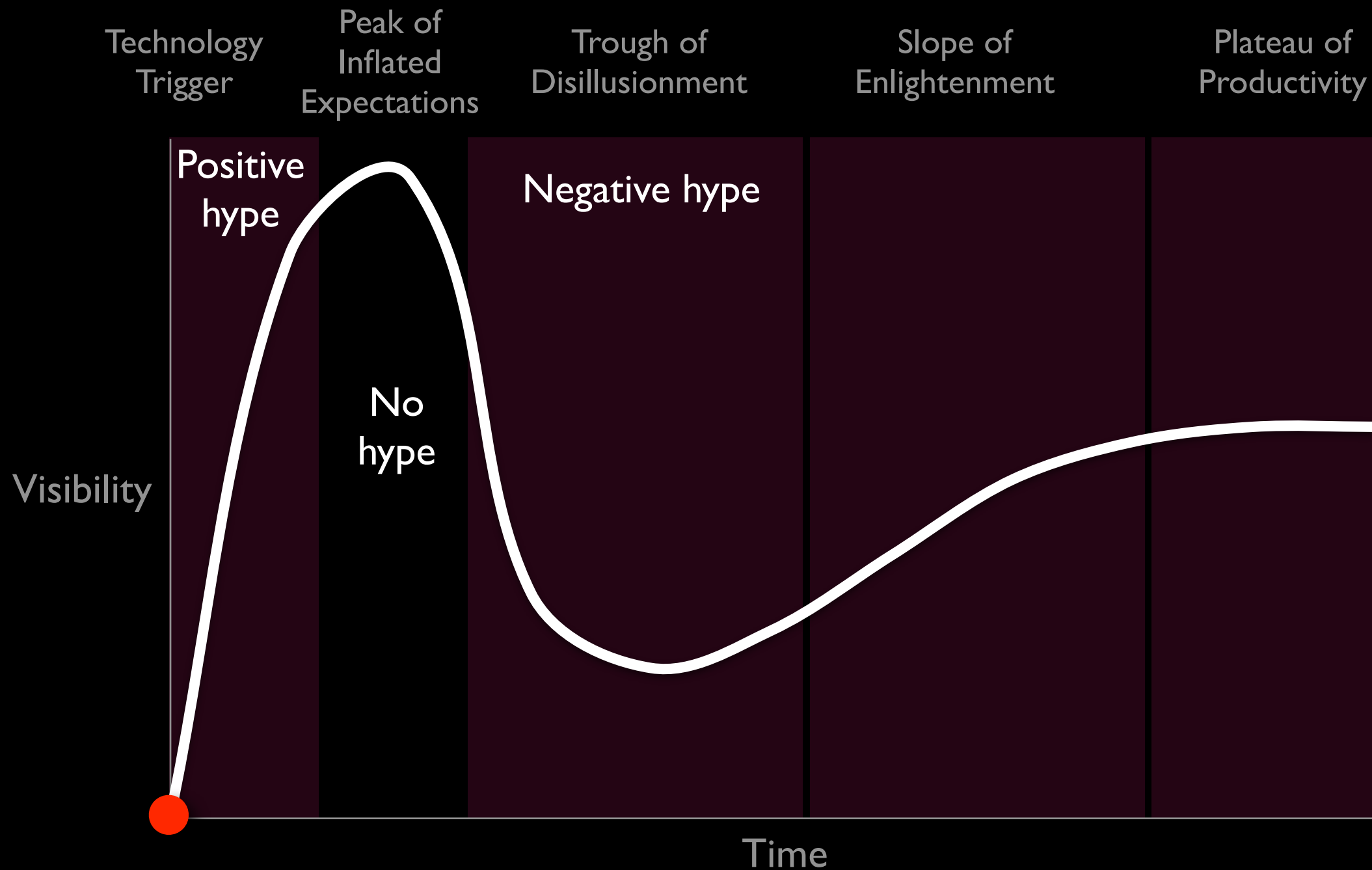
SBIR Lesson 2

New technology is cyclical.

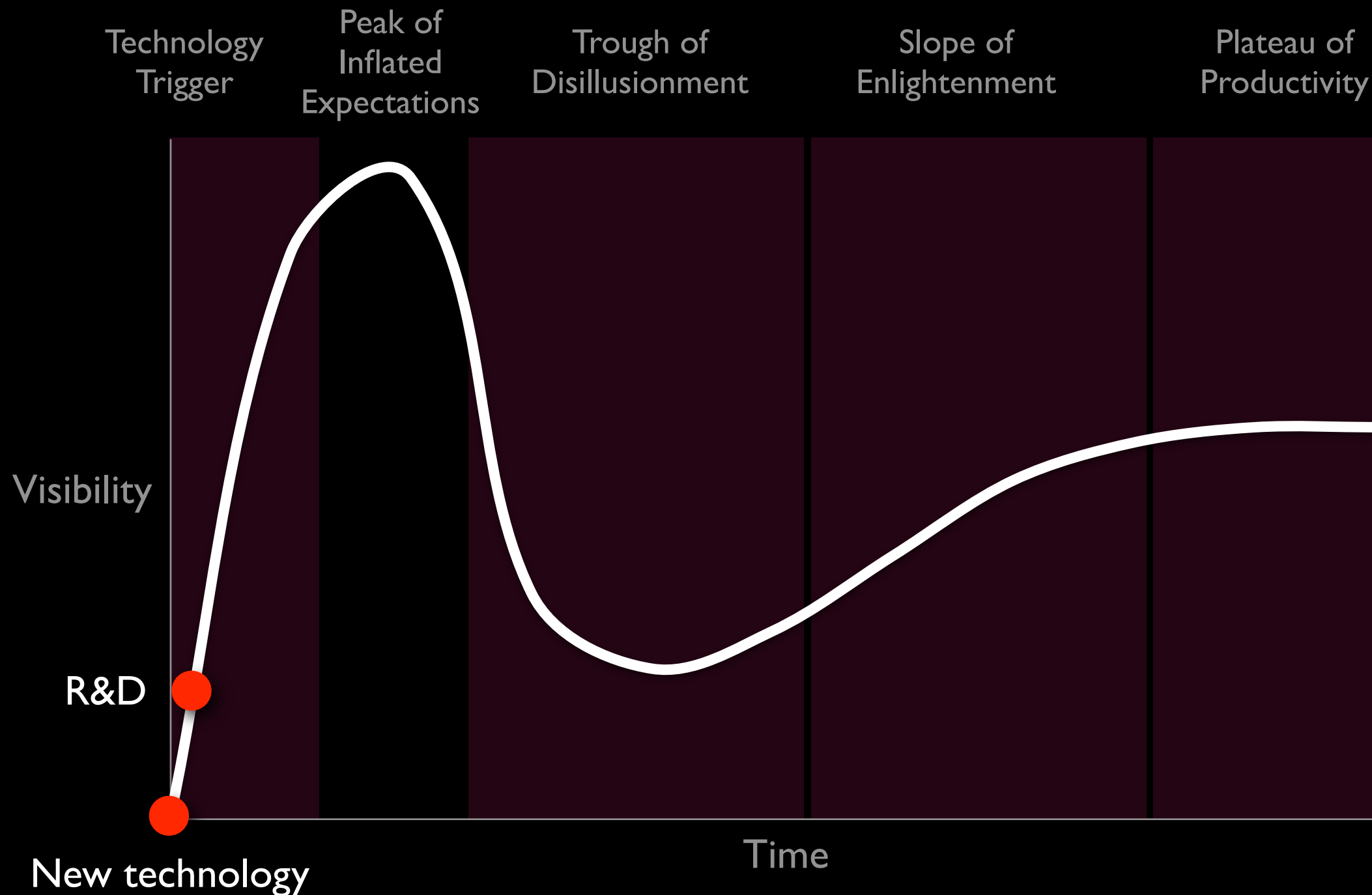
Cycle gaps may delay commercialization.

● *Mind the gap.*

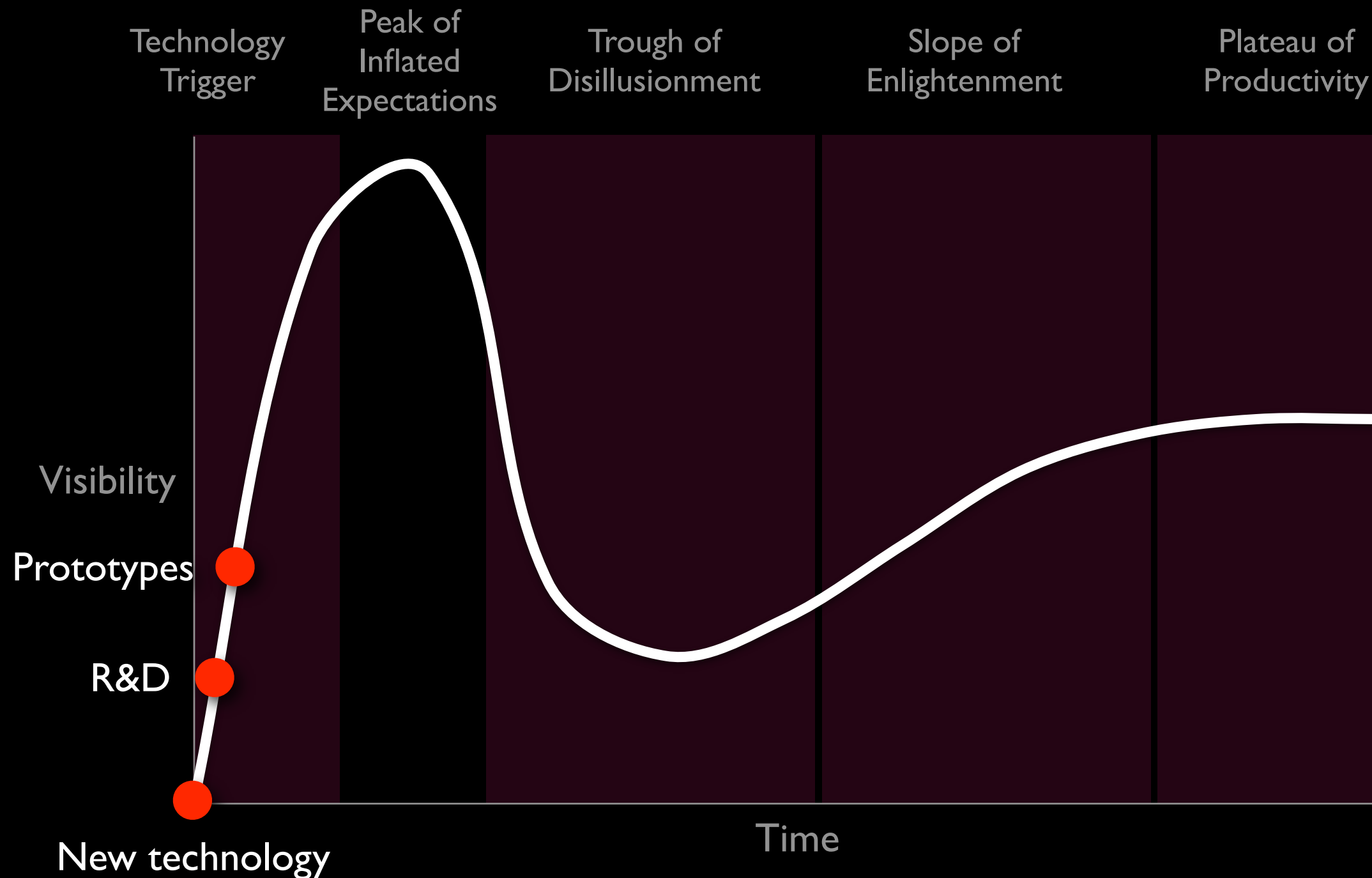
Hype Cycle



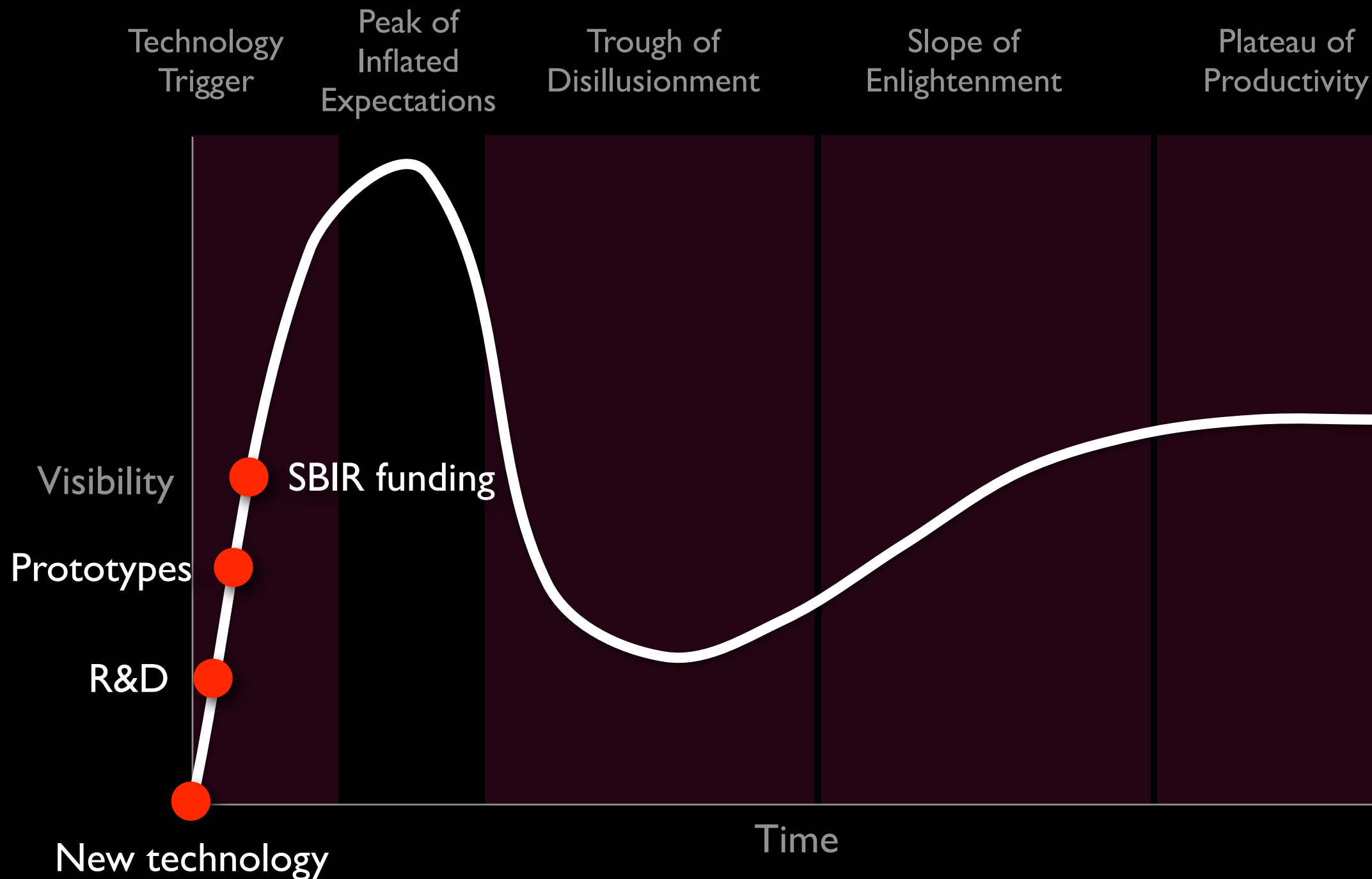
Hype Cycle



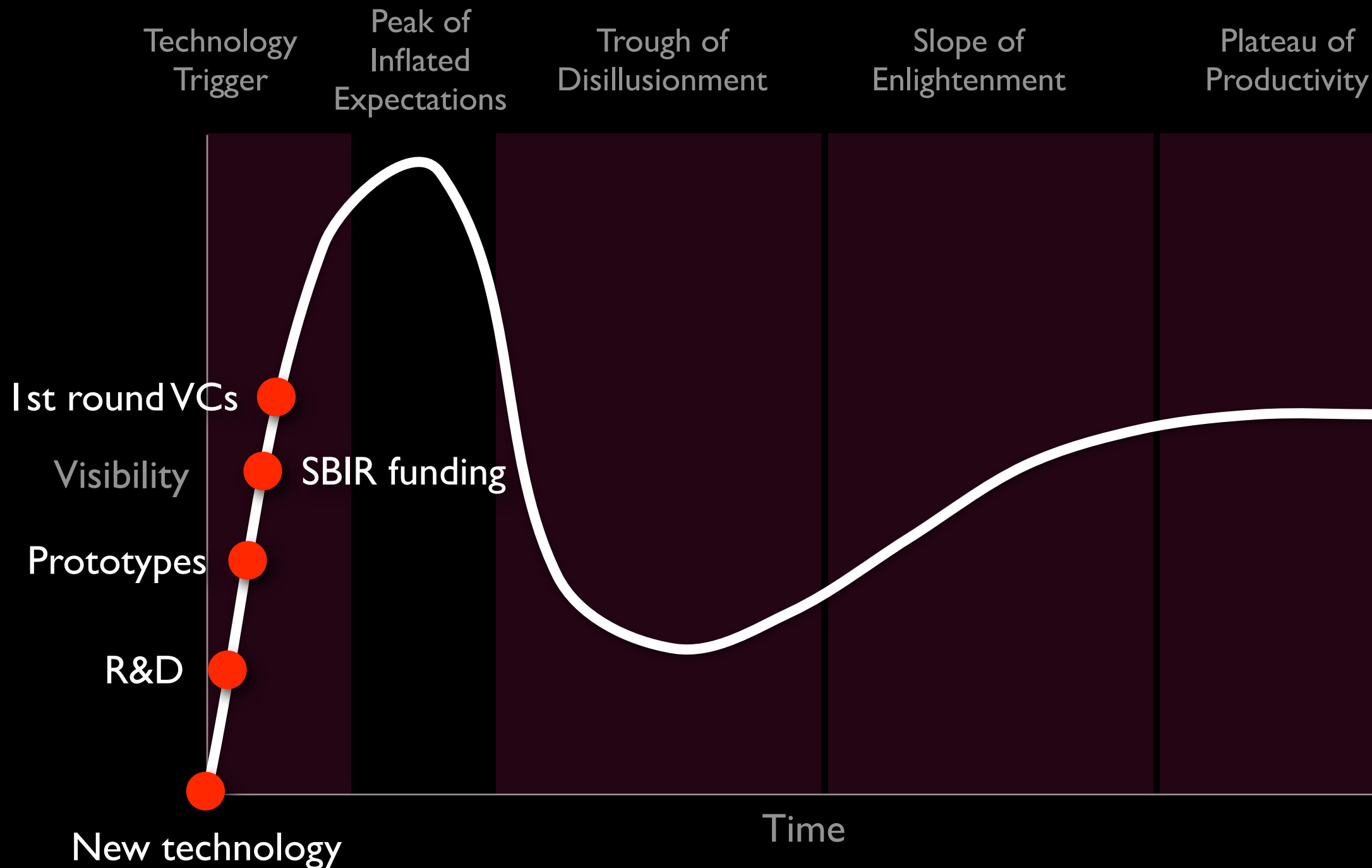
Hype Cycle



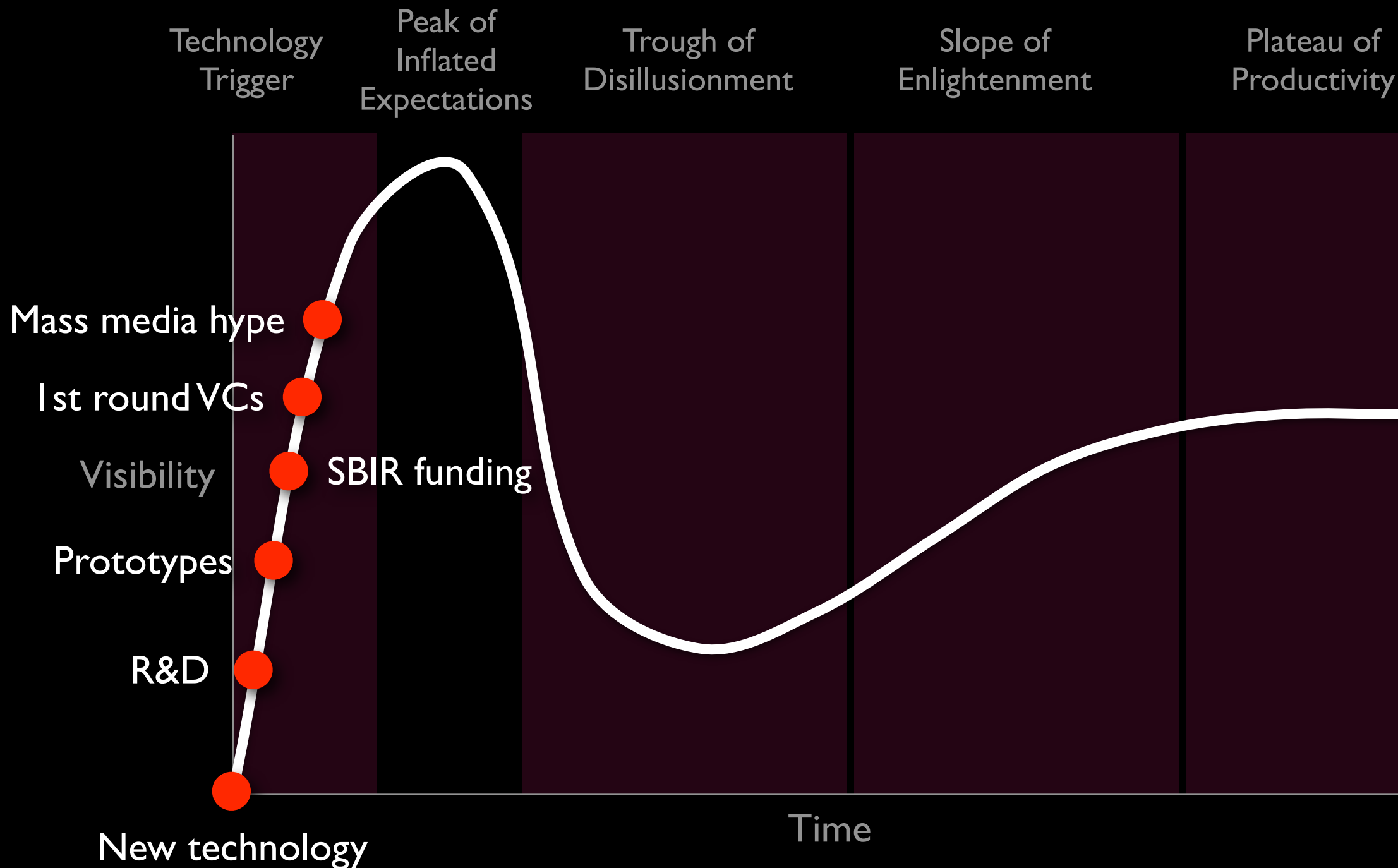
Hype Cycle



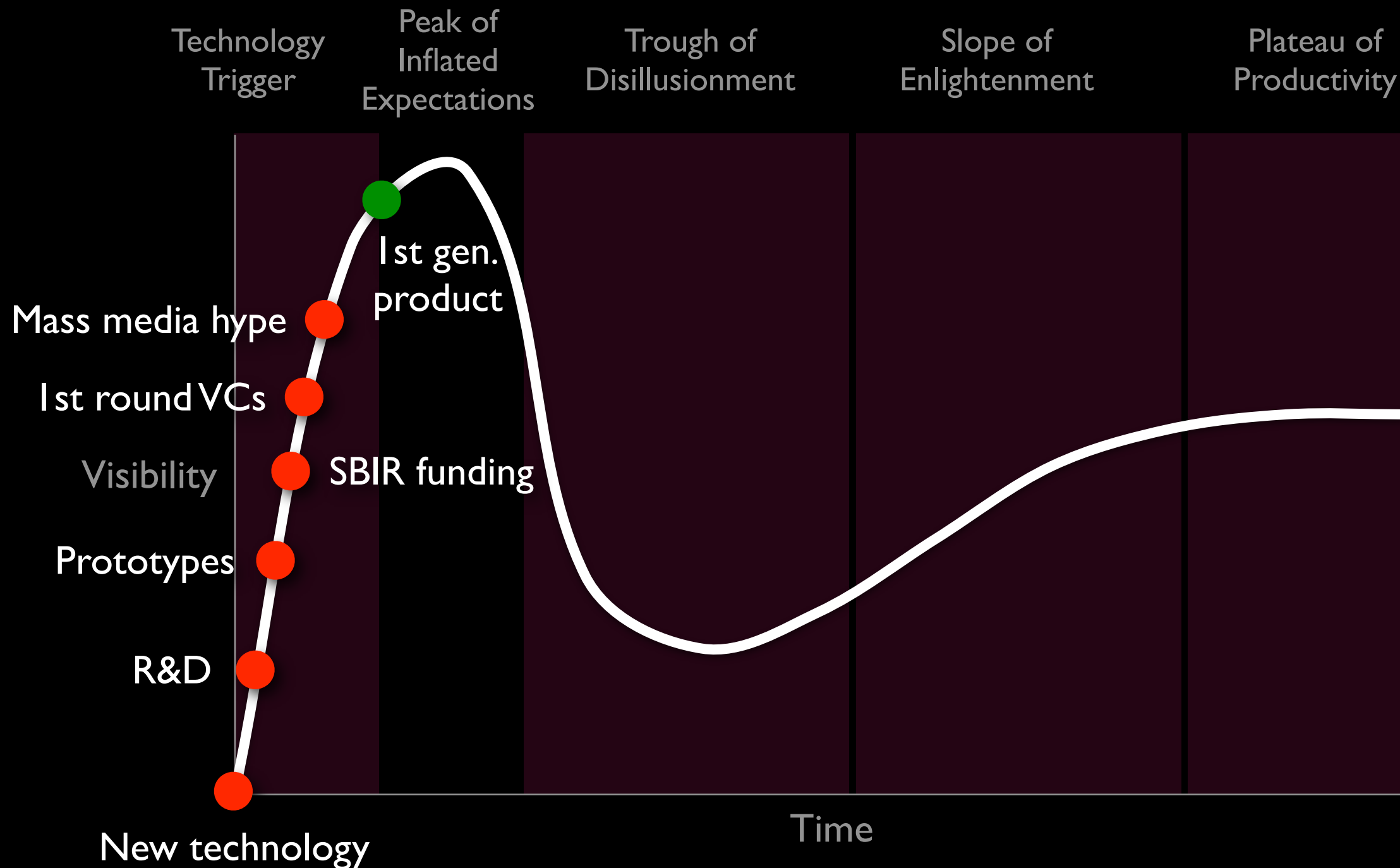
Hype Cycle



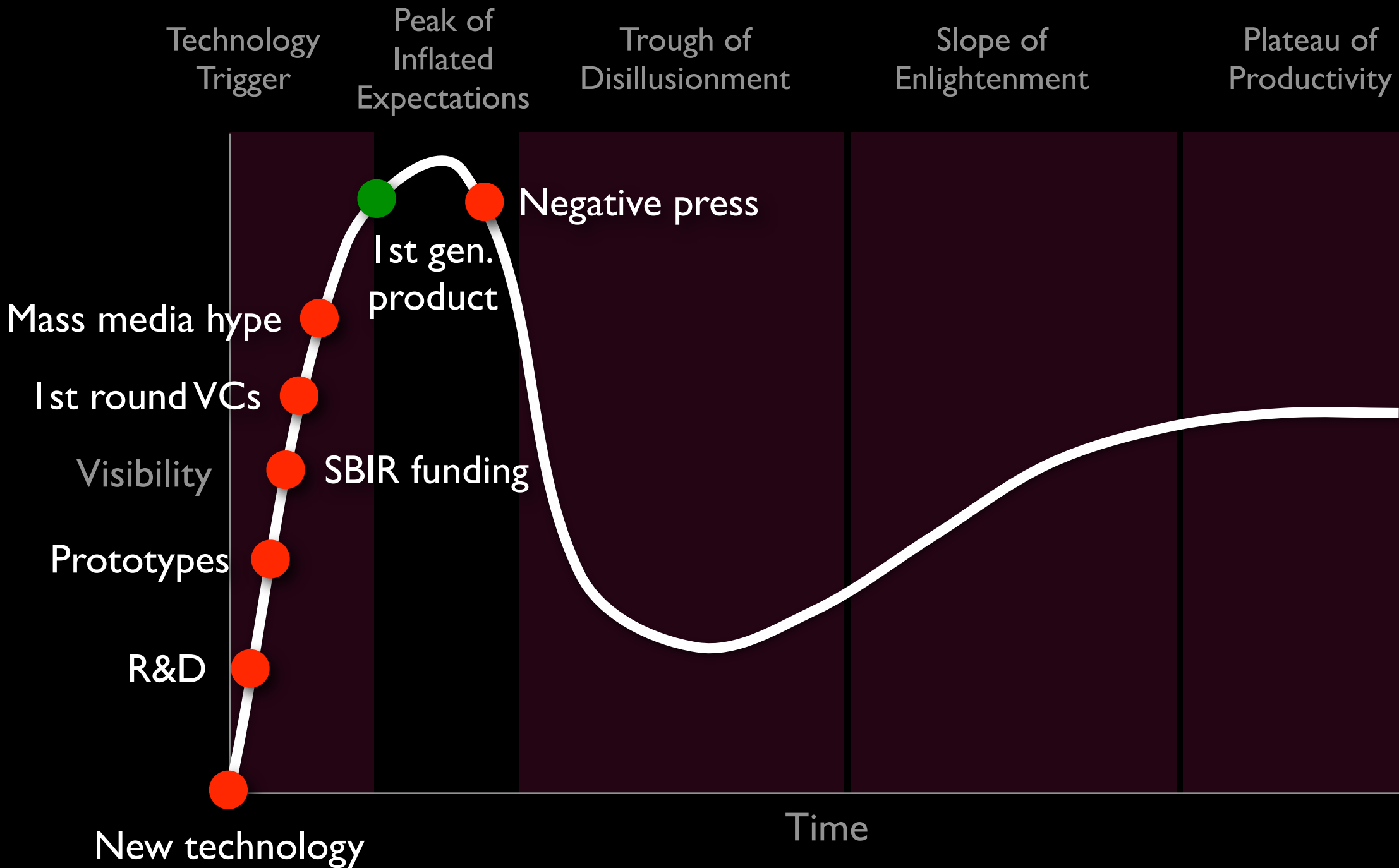
Hype Cycle



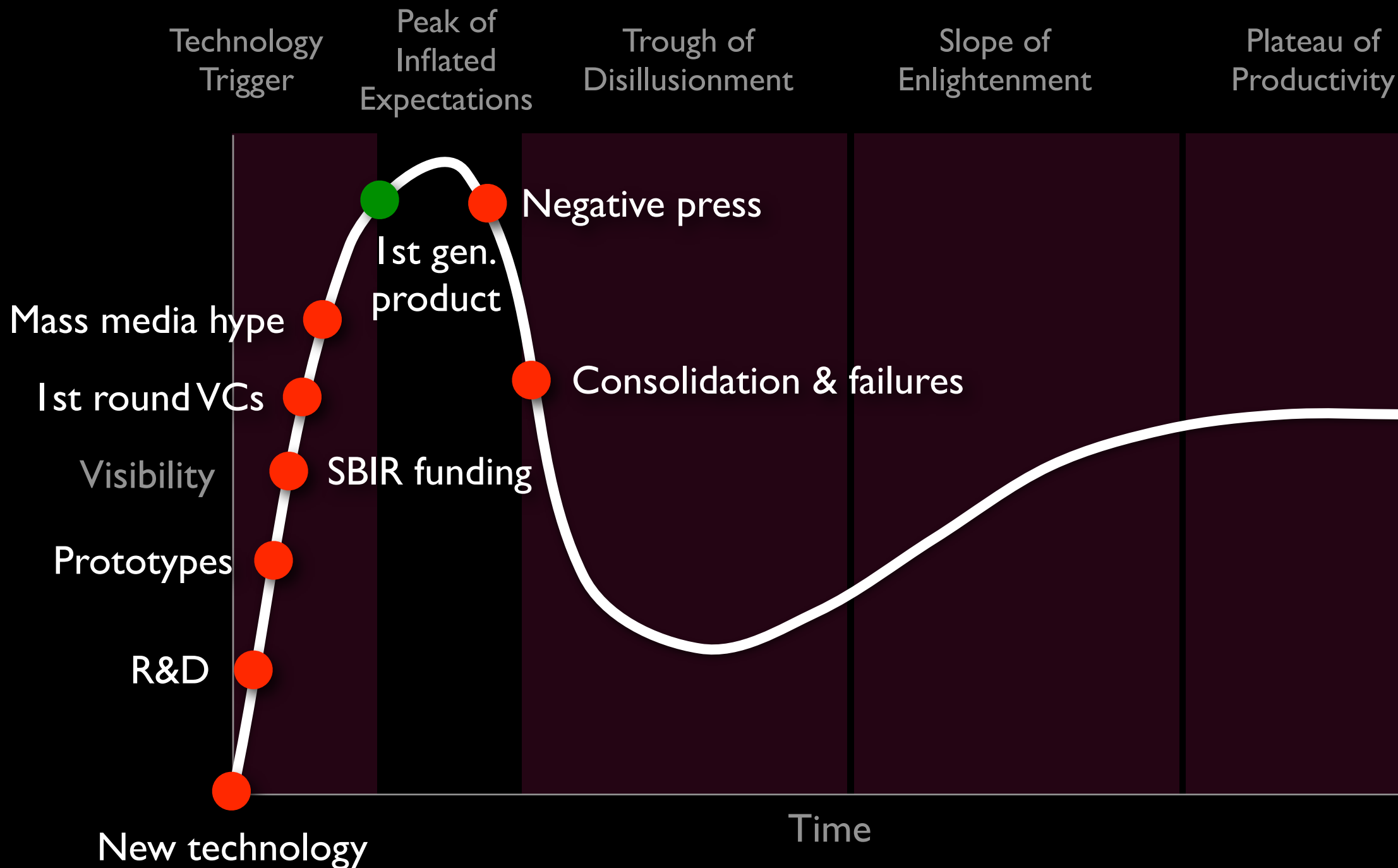
Hype Cycle



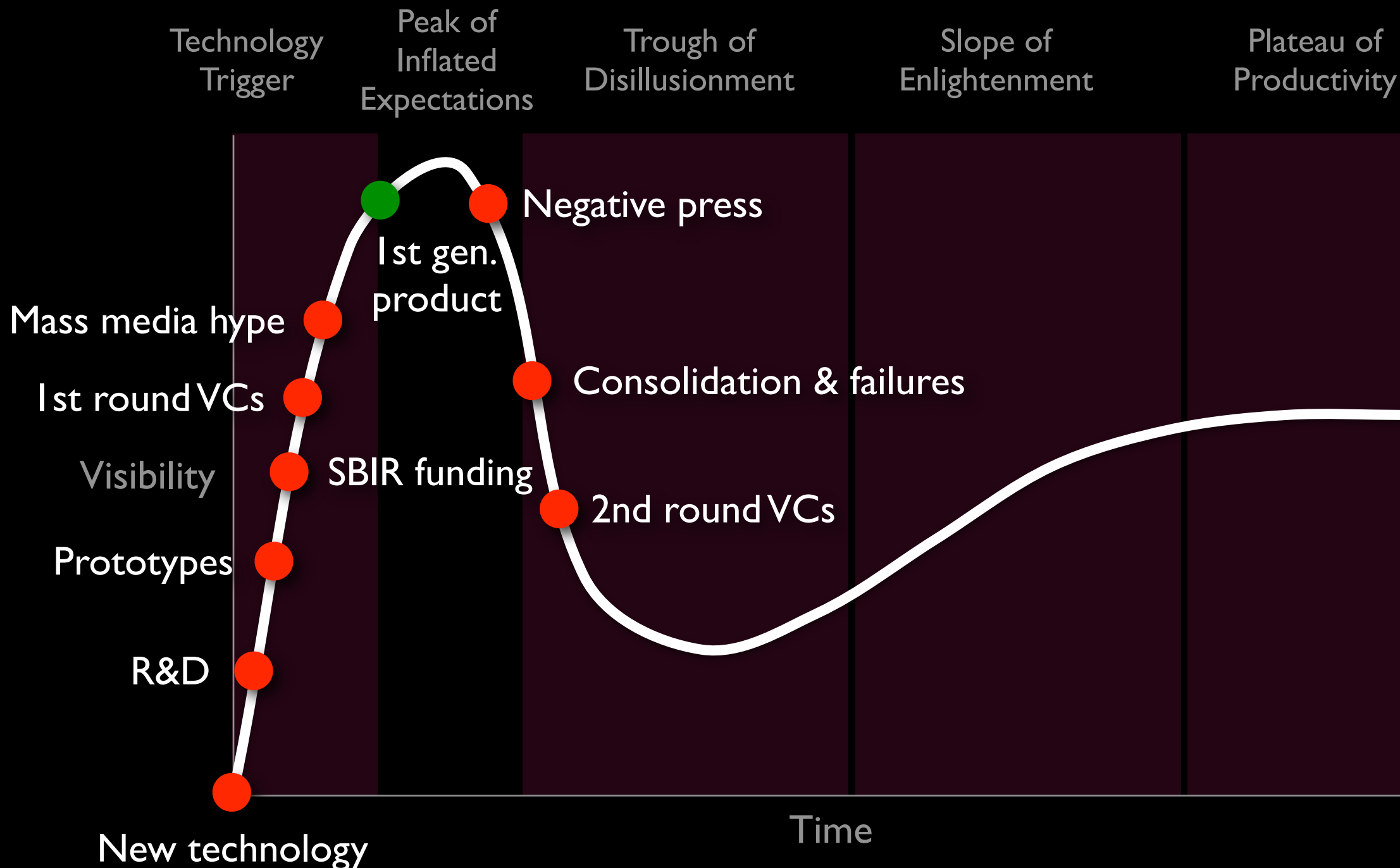
Hype Cycle



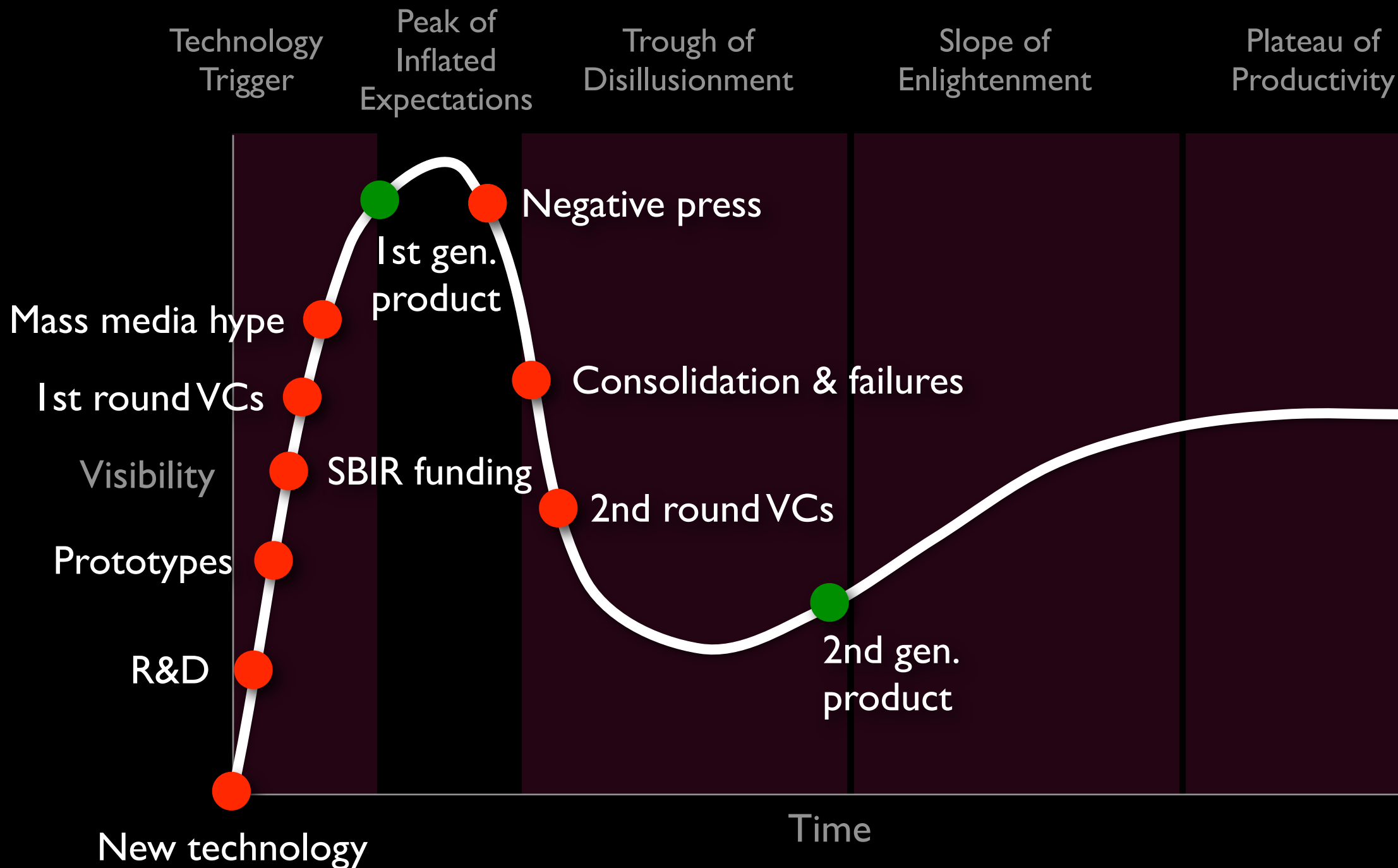
Hype Cycle



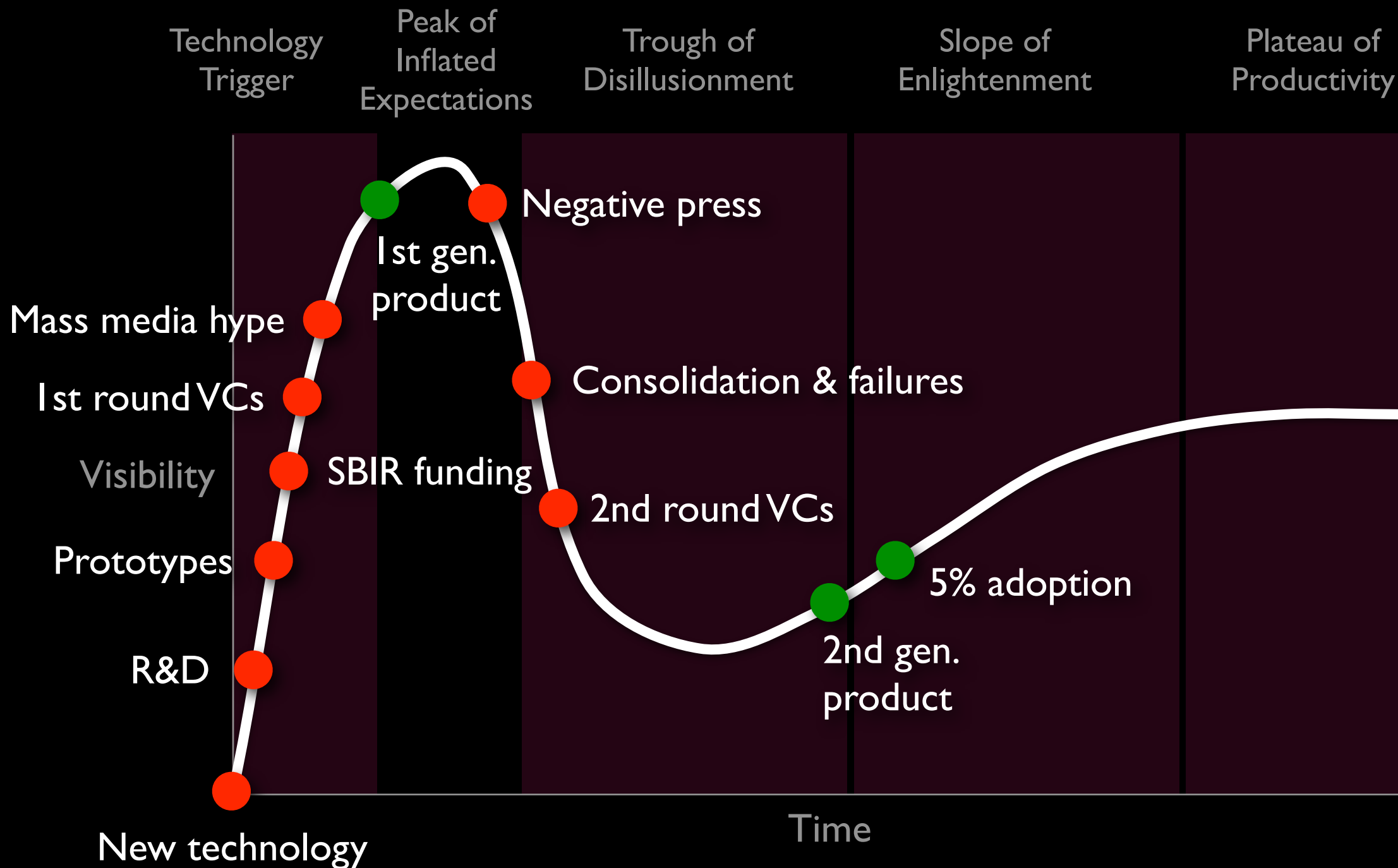
Hype Cycle



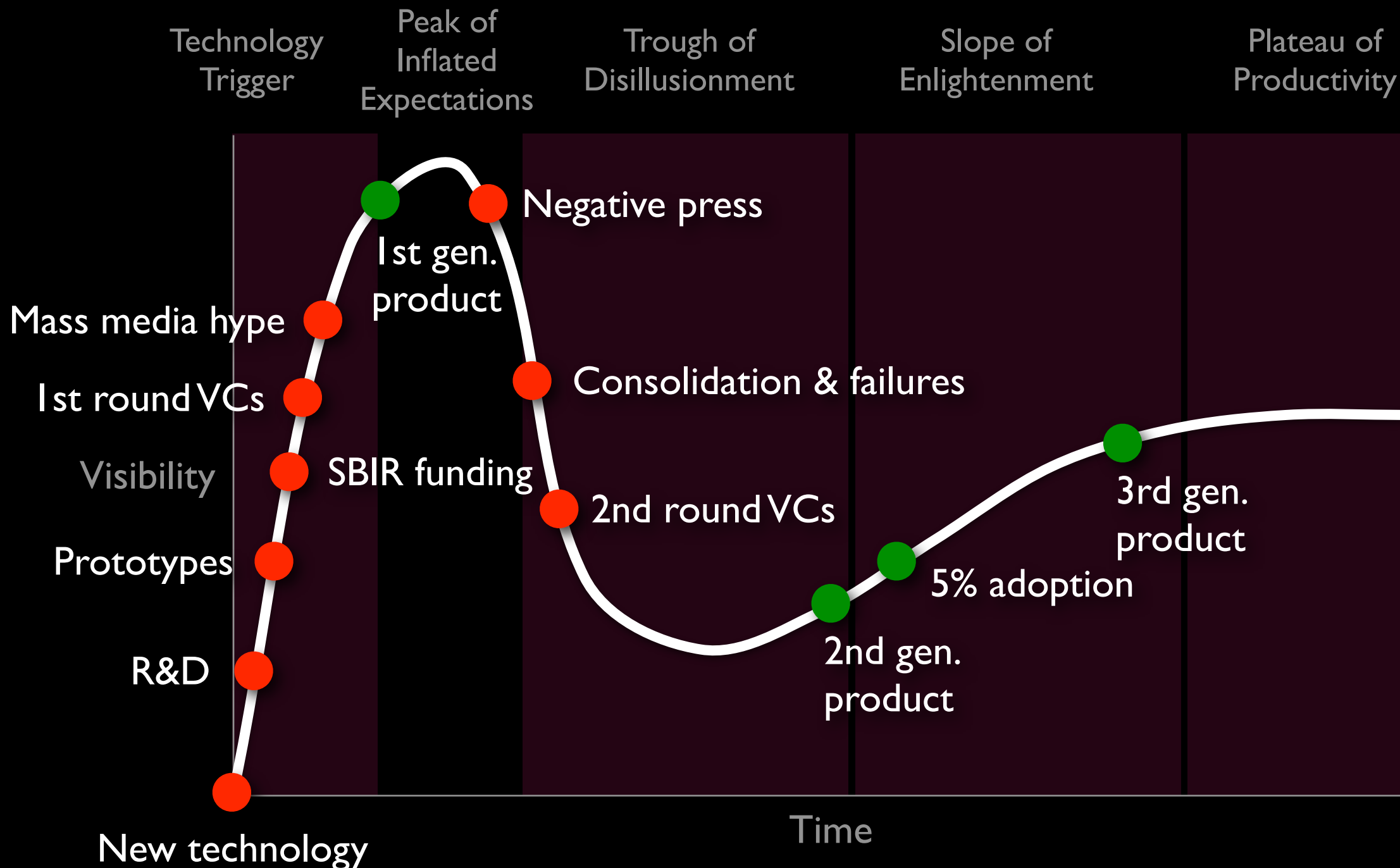
Hype Cycle



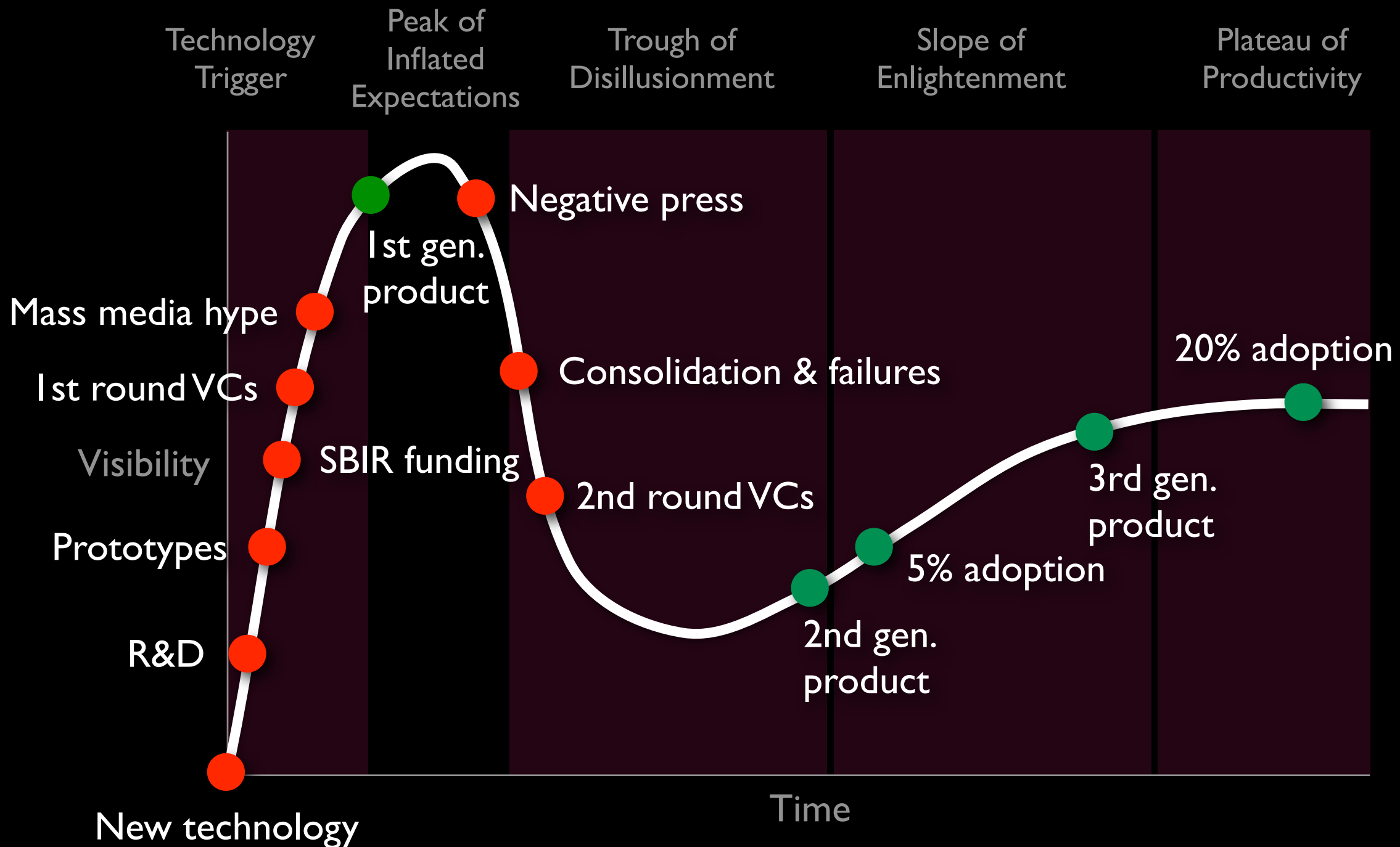
Hype Cycle

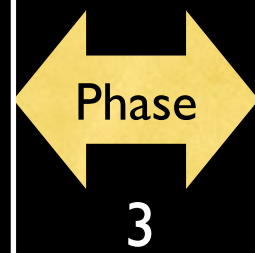


Hype Cycle



Hype Cycle





Hype Cycle

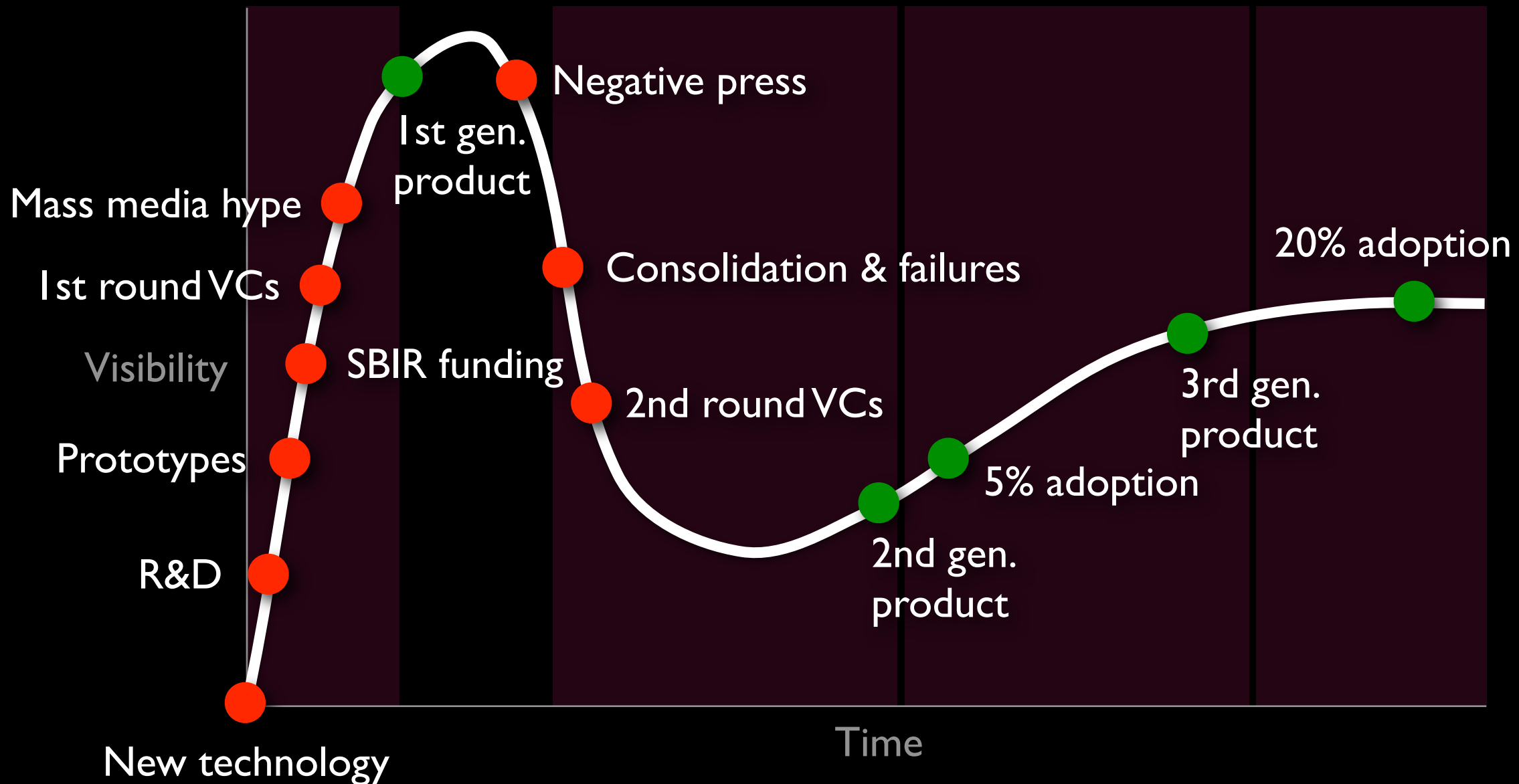
Technology
Trigger

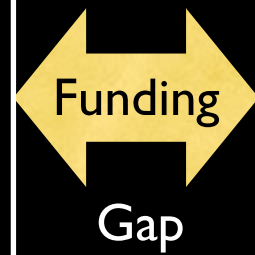
Peak of
Inflated
Expectations

Trough of
Disillusionment

Slope of
Enlightenment

Plateau of
Productivity





Hype Cycle

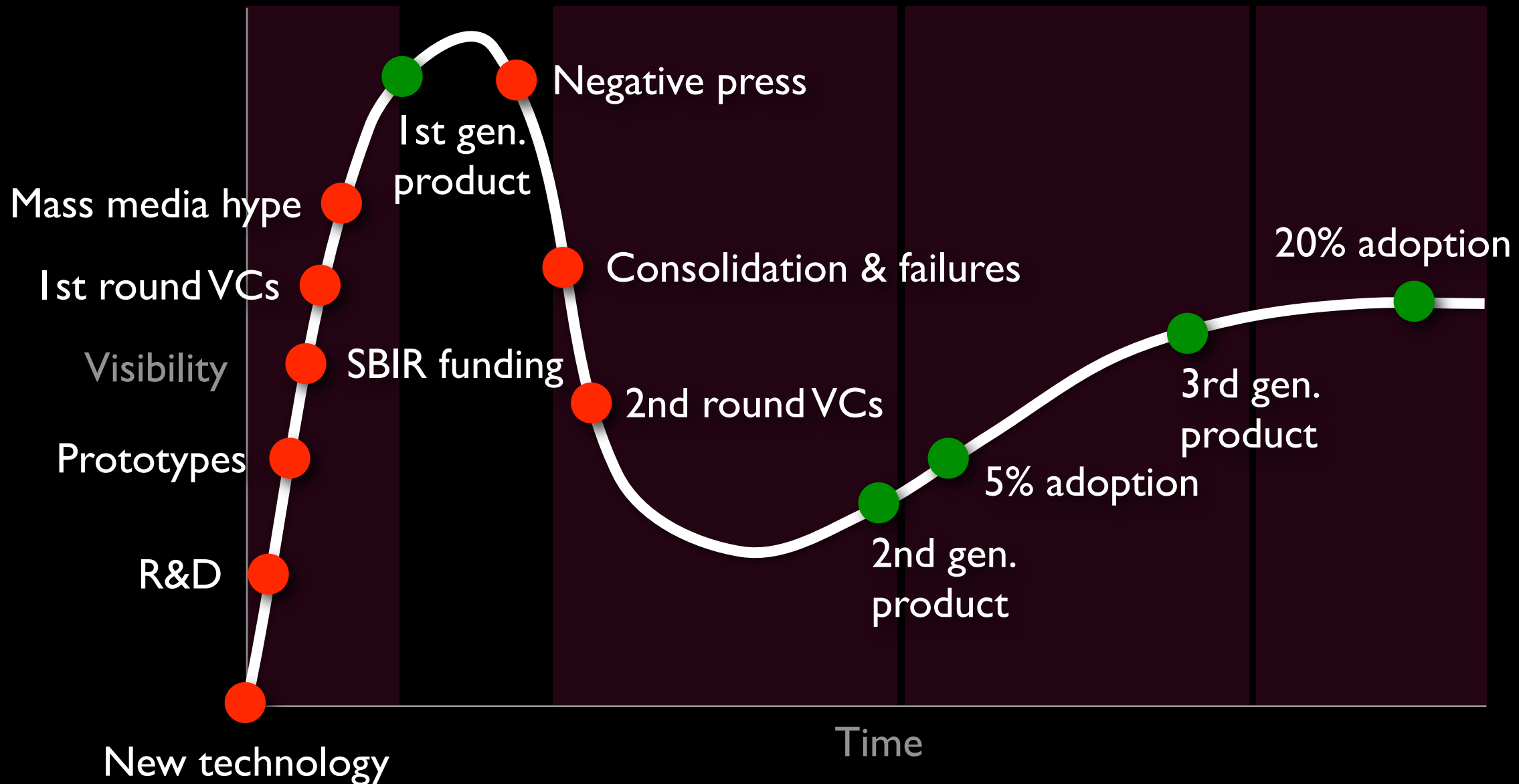
Technology
Trigger

Peak of
Inflated
Expectations

Trough of
Disillusionment

Slope of
Enlightenment

Plateau of
Productivity



Resources

- University technology transfer offices
- Strategic marketing / business development consultants
- Technology “hubs”

LARTA Institute

Houston Technology Center



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Richard Buday, FAIA
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www.ArchimageOnline.com

The logo for "Escape From Diab". The word "ESCAPE" is in a large, bold, yellow, stylized font. Below it, the words "FROM DIAB" are in a smaller, yellow, sans-serif font.

www.EscapeFromDiab.com



www.NanoswarmTheGame.com



www.Playnormous.com